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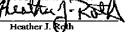
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PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted by facsimile to the U.S. Patent and Trademark Office.

Date: 23 June 2004



OFFICIAL

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER	FILING DATE	FIRST NAMED INVENTO	R	ATTY DKT NO.
10/068,771	05 FEB 2002	CHARLES A.ELDEI	RING	T742-10
TITLE ARTONIT EXAMINER				
Targeted Advertising in On Demand Programming			2611	Huynh, Son P

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Amendment

This Amendment is in response to the Final Office Action mailed April 23, 2004. Please enter the following amendments and consider the following remarks.

(10/068,771)